

**ads@harvardpress.net**  
**Phone: 978.456.3700 • Fax: 978.428.0221**  
**PO Box 1, Harvard, MA 01451-0284**

## Display Advertising

- Page size: 11 inches by 17 inches (tabloid)
- Image area: 10 inches x 16 inches
- Five columns per page
- Column widths: 1 column = 1.867"; 2 columns = 3.9"; 3 columns = 5.933"; 4 columns = 7.967"; 5 columns = 10"
- 80 column-inches per page
- Never more than 40% ads
- Usually delivered by USPS on Thursday, occasionally on Friday
- Black and white, no color
- Cannot guarantee placement; all placements run of press
- For ads or graphics submitted electronically, file formats may be indd, ai, psd, eps, tif, pdf, or jpg. Resolution should be 150 dpi or better.
- Ad submission deadline: 12 noon Monday (earlier appreciated!)
- The Press will email or fax a proof for approval. Final revisions to proofs needed by 12 noon Tuesday.

Please note: The Press is not liable for any errors in advertisements beyond the actual cost of the space occupied by the ad. Notification of error must be made within one week of publication. Reproduction rights in ads are the property of the Harvard Press and may include copyrighted ad service.

### Basic Rate – \$10 per column-inch

SELECTED COMMON SIZES			
Size	Cost Per Week	6 Weeks Prepaid (10% discount)	"Baker's Dozen" Invoiced Twice (17% discount)
2 col x 2" .....	\$40 .....	\$216 .....	\$432
2 col x 3" .....	\$60 .....	\$324 .....	\$648
2 col x 4" .....	\$80 .....	\$432 .....	\$864
2 col x 5" .....	\$100 .....	\$540 .....	\$1,080
3 col x 3" .....	\$90 .....	\$486 .....	\$972
3 col x 4" .....	\$120 .....	\$648 .....	\$1,296
3 col x 5" .....	\$150 .....	\$810 .....	\$1,620
1/4 page .....	\$200 .....	\$1,080 .....	\$2,160
1/2 page .....	\$400 .....	\$2,160 .....	\$4,320
Full page .....	\$775 .....	\$4,185 .....	\$8,370

See the next page for a complete list of all ad sizes.

# THE HARVARD PRESS Advertising Rates

1 column = 1.867 inches  
 2 columns = 3.9 inches wide  
 3 columns = 5.933 inches wide  
 4 columns = 7.967 inches wide  
 5 columns = 10 inches wide

**\$10 per column inch**

Size			Basic Price Per Week	Six Ads Prepaid (10% Discount)	Baker's Dozen - 13 for price of 12 invoiced twice (17% Discount)
Columns Wide	x	Inches High		Total Price	Total Price
1	x	3	\$30.00	\$162.00	\$324.00
1	x	4	\$40.00	\$216.00	\$432.00
1	x	5	\$50.00	\$270.00	\$540.00
1	x	6	\$60.00	\$324.00	\$648.00
1	x	7	\$70.00	\$378.00	\$756.00
1	x	8	\$80.00	\$432.00	\$864.00
1	x	9	\$90.00	\$486.00	\$972.00
1	x	10	\$100.00	\$540.00	\$1,080.00
1	x	11	\$110.00	\$594.00	\$1,188.00
1	x	12	\$120.00	\$648.00	\$1,296.00
2	x	2	\$40.00	\$216.00	\$432.00
2	x	3	\$60.00	\$324.00	\$648.00
2	x	4	\$80.00	\$432.00	\$864.00
2	x	5	\$100.00	\$540.00	\$1,080.00
2	x	6	\$120.00	\$648.00	\$1,296.00
2	x	7	\$140.00	\$756.00	\$1,512.00
2	x	8	\$160.00	\$864.00	\$1,728.00
2	x	9	\$180.00	\$972.00	\$1,944.00
2	x	10	\$200.00	\$1,080.00	\$2,160.00
2	x	11	\$220.00	\$1,188.00	\$2,376.00
2	x	12	\$240.00	\$1,296.00	\$2,592.00
3	x	2	\$60.00	\$324.00	\$648.00
3	x	3	\$90.00	\$486.00	\$972.00
3	x	4	\$120.00	\$648.00	\$1,296.00
3	x	5	\$150.00	\$810.00	\$1,620.00
3	x	6	\$180.00	\$972.00	\$1,944.00
3	x	7	\$210.00	\$1,134.00	\$2,268.00
3	x	8	\$240.00	\$1,296.00	\$2,592.00
3	x	9	\$270.00	\$1,458.00	\$2,916.00
3	x	10	\$300.00	\$1,620.00	\$3,240.00
3	x	11	\$330.00	\$1,782.00	\$3,564.00
3	x	12	\$360.00	\$1,944.00	\$3,888.00
4	x	2	\$80.00	\$432.00	\$864.00
4	x	3	\$120.00	\$648.00	\$1,296.00

quarter page

1 column = 1.867 inches  
 2 columns = 3.9 inches wide  
 3 columns = 5.933 inches wide  
 4 columns = 7.967 inches wide  
 5 columns = 10 inches wide

## \$10 per column inch

Size			Basic Price Per Week	Six Ads Prepaid (10% Discount)	Baker's Dozen - 13 for price of 12 invoiced twice (17% Discount)
Columns Wide	x	Inches High		Total Price	Total Price
4	x	4	\$160.00	\$864.00	\$1,728.00
4	x	5	\$200.00	\$1,080.00	\$2,160.00
4	x	6	\$240.00	\$1,296.00	\$2,592.00
4	x	7	\$280.00	\$1,512.00	\$3,024.00
4	x	8	\$320.00	\$1,728.00	\$3,456.00
4	x	9	\$360.00	\$1,944.00	\$3,888.00
4	x	10	\$400.00	\$2,160.00	\$4,320.00
4	x	11	\$440.00	\$2,376.00	\$4,752.00
4	x	12	\$480.00	\$2,592.00	\$5,184.00
5	x	2	\$100.00	\$540.00	\$1,080.00
5	x	3	\$150.00	\$810.00	\$1,620.00
5	x	4	\$200.00	\$1,080.00	\$2,160.00
5	x	5	\$250.00	\$1,350.00	\$2,700.00
5	x	6	\$300.00	\$1,620.00	\$3,240.00
5	x	7	\$350.00	\$1,890.00	\$3,780.00
5	x	8	\$400.00	\$2,160.00	\$4,320.00
5	x	9	\$450.00	\$2,430.00	\$4,860.00
5	x	10	\$500.00	\$2,700.00	\$5,400.00
5	x	11	\$550.00	\$2,970.00	\$5,940.00
5	x	12	\$600.00	\$3,240.00	\$6,480.00
5	x	15.5	\$775.00	\$4,185.00	\$8,370.00

quarter page

quarter page

half page

full page

## Looking to stretch your advertising dollars?

We offer our print advertisers substantial discounts on our website advertising. If you're a regular print advertiser, you can add a web presence for as little as \$25 per month. Your web ad can click through to your own website, or to a full-page (color!) ad that you can supply, or that we design for you.



←  
**Home page top banner**  
460 by 50 pixels  
\$300 per month

←  
**Home page**  
160 by 175 pixels  
Upper – \$400 per month  
Lower – \$200 per month

- ◆ 75% Discount – any month with three or more print ads
- ◆ 50% Discount – any month with two print ads
- ◆ 25% Discount – any month with one print ad



←  
**Other pages**  
160 by 90 pixels  
\$100 per month

Month	Unique Visitors	Number of Visits	Page Views
May '07*	598	1,058	23,874
May '08	3,615	6,749	65,442
Dec. '08**	30,136	33,688	155,437
Jan. '09	7,143	10,822	66,409
June '09***	2,512	4,516	27,056
Jan. '10	2,707	4,688	19,382

- \* www.harvardpress.com launched on May 18, 2007  
 \*\* NYTimesOnline cites Press story about Prius as Generator during power outage  
 \*\*\* Converted to content management (more information on fewer pages), and changed tracking from host to Google Analytics

Readers tell us they visit our site often to reference our Current Events and Community Calendar pages, or to just catch up on Harvard news. As a result, advertisers who have had trial ads have seen noticeable increase in traffic to their own websites.

In addition to our Home page, News page, and Features page, the most frequently accessed pages include Opinions, Police Log, Sports, and Photos.

THE HARVARD PRESS



## Advertising Specials

**Choose from these great advertising values!**



**Series of 7 ads for the price of 6, with 10% discount for prepayment**

*To run consecutively. Copy can change, with changes due each week by noon Tuesday. Includes a complimentary 7-week web ad, an additional \$50 value.*



**“Baker’s Dozen”**

*13 ads for the price of 12, with 10% discount for prepayment. This is essentially two series of 6 with an additional bonus ad, for an effective **17% discount**. Payment is initially required for the first 6 ads; after they have run, we’ll send a second invoice.*



**Series of 6 ads, with 10% discount for prepayment**

*Can be run on any schedule, not necessarily consecutive. Place one or two ads to start, and schedule the remainder at any time you choose. Just let us know by noon on Tuesday each week if the ad is in or not, and if copy (also due on Tuesday) is different. At the end of this series, you have the option to convert to a “Baker’s Dozen.”*

**Contact the Press today to take advantage of one of these specials!**

**978-456-3700**

**[ads@harvardpress.net](mailto:ads@harvardpress.net)**



## **Be a Sustaining Advertiser!**

**Help keep the Press healthy!**

### **A little history**

The Press began publication in 2006 thanks to support from a small number of residents who remembered the excellent Harvard Post that served the town for more than 30 years, before its sale to a regional chain. For nine years, due in part to below-market compensation for staff, the Press ran on startup funding and income from subscriptions and advertising, but with annual deficits as much as \$25,000. Two years ago, when funds were depleted, readers were asked for support, and the deficit was offset for that year.

Recognizing that the funding shortfall would be continuing, we introduced the concept of Sustaining Subscribers, at \$500 for five years or \$100 annually. Response has been encouraging.

### **An idea from an advertiser**

One of our advertisers suggested that we make a similar appeal to advertisers. He said, “advertisers need the Press to be healthy; let us help!” So the Press announced Sustaining Advertiser packages, with three levels. All three are billed quarterly, with discounted ad placement deducted from prepaid balance. The levels are:

- ◆ Bronze - \$500 per quarter, 10% discount as ads are deducted
- ◆ Silver - \$750 per quarter, 15% discount
- ◆ Gold - \$1,250 per quarter, 20% discount

For seasonal businesses, not needing advertising all year, special sustainer packages can be crafted.

### **Recognition for Sustainers**



Ads placed by Sustainers are highlighted with a special symbol, so readers can easily recognize them. The same symbol is used on our online Business Directory. Sustaining Advertisers are also recognized on the sustainer lists maintained online and published periodically in print. And all sustaining packages include complimentary web ads.

All of our regular packages remain in effect. If you are already on a package and you would like to become a Sustainer, we will credit your remaining balance to your first quarterly invoice.

# Town of Harvard Demographics\*

## Population

Total population	5,981	% of total
Male .....	3,319	55.5%
Female .....	2,662	44.5%
Under 18.....	1,590	26.6%
18+ .....	4,391	73.4%
65+ .....	457	7.6%
Median age.....	40.6	years
Households.....	1,817	
Average household size.....	2.86	
Average family size.....	3.18	

## Income

Median household income .....	\$107,934
Median income per family .....	\$119,352

## Education

Education level of population $\geq$ 25 years old	
Bachelor's degree .....	29.1%
Master's degree .....	24.7%
Professional degree .....	4.1%
Doctorate degree .....	7.2%
Total Bachelor's degree or higher.....	65.1%

## Housing

Harvard mortgage statistics	% of total
Homes with no mortgage .....	23%
Homes with a mortgage .....	77%
Median year home built .....	1973
Home Heating	% of total
Oil heat.....	87%
Electric heat.....	6%
Utility co.gas heat.....	4%
Bottled/tank gas heat.....	1%
Wood heat.....	2%

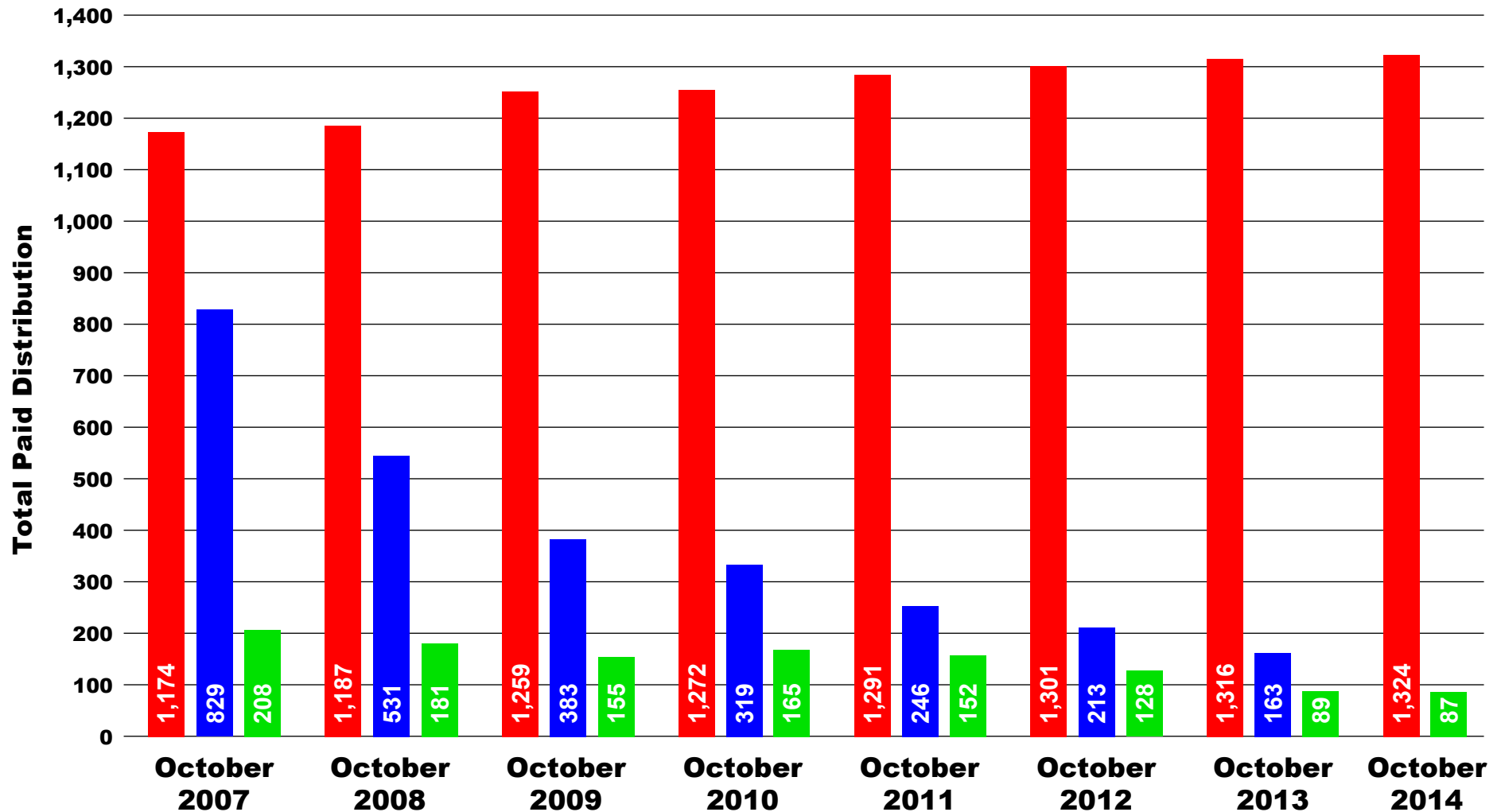
## Transportation

88% of workers drive to work	
Mean travel time to work.....	32 minutes

*\*Source: 2000 census data from U.S. Census Bureau*

## Circulation Comparison\*

■ **Harvard Press** vs ■ **Harvard Post\*\*** vs ■ **Harvard Hillside\*\*\***



\* Total paid distribution reported on USPS Form 3526, Statement of Ownership, Management, and Circulation, as published in the respective newspapers.

\*\* The Harvard Post ceased publication at the end of 2013.

\*\*\* The Harvard Hillside ceased publication in September, 2015. It was consolidated with eight other regional papers into the Nashoba Valley Voice.



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## Advertiser Information

Company or professional name: \_\_\_\_\_

Billing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Contact name: \_\_\_\_\_

Second contact name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell phone: \_\_\_\_\_

Email address: \_\_\_\_\_

### Classification:

- |   |   |                                      |  |
|---|---|--------------------------------------|--|
| <input type="checkbox"/> Real estate            | <input type="checkbox"/> Home improvement | <input type="checkbox"/> Lawn/garden | <input type="checkbox"/> Banking/financial/insurance |
| <input type="checkbox"/> Gifts/retail           | <input type="checkbox"/> Auto             | <input type="checkbox"/> Clothing    | <input type="checkbox"/> Groceries/markets           |
| <input type="checkbox"/> Pets                   | <input type="checkbox"/> Health/beauty    | <input type="checkbox"/> Restaurants | <input type="checkbox"/> Clubs/organizations         |
| <input type="checkbox"/> Physicians             | <input type="checkbox"/> Dentists         | <input type="checkbox"/> Attorneys   | <input type="checkbox"/> Accountants                 |
| <input type="checkbox"/> Other (specify): _____ |   |                                      |  |

Preferred method of payment: ☐ Check ☐ Cash ☐ Visa ☐ MasterCard

Credit card number: \_\_\_\_\_

Expiration: Month: \_\_\_\_\_ Year: \_\_\_\_\_ 3-Digit verification code: \_\_\_\_\_

Cardholder name: \_\_\_\_\_

Cardholder address: \_\_\_\_\_

Ad agency used: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Ad proofs required? ☐ Yes ☐ No If YES, method: ☐ Email ☐ Fax

Other information: \_\_\_\_\_

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## AD SPECS

Advertiser: \_\_\_\_\_

Ad size: \_\_\_\_\_ columns by \_\_\_\_\_ inches      Number of weeks: \_\_\_\_\_ ☐ consecutive ☐ non-consecutive

Issue date(s) (all dates if not consecutive): \_\_\_\_\_

Total price: \_\_\_\_\_ ☐ Prepaid ☐ Send bill

If prepaid: Payment method: ☐ Check ☐ Cash ☐ Visa ☐ MasterCard

**If credit card detail is not on file, Advertiser Information form must be updated.**

Cardholder signature: \_\_\_\_\_ Date: \_\_\_\_\_

### AD COPY

- ☐ Repeat ad from issue of \_\_\_\_ / \_\_\_\_ / \_\_\_\_.
- ☐ New copy is attached. ☐ New copy is described below.
- ☐ New copy will be faxed or emailed on \_\_\_\_ / \_\_\_\_ / \_\_\_\_.

☐ Other arrangements: \_\_\_\_\_

- ☐ Proof not required. ☐ Proof required.

If proof required,

☐ Email to \_\_\_\_\_ ☐ Fax to \_\_\_\_\_

### INSTRUCTIONS:

Authorization signatures:

Advertiser contact: \_\_\_\_\_ Date: \_\_\_\_\_

Harvard Press rep: \_\_\_\_\_ Date: \_\_\_\_\_